GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:1767
ANSWERED ON:15.03.2005
PUBLICITY OF FUNCTIONS OF NEHRU YUVAK KENDRA
Aaron Rashid Shri J.M.

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether the Government has any plans to publicise the functions of Nehru Yuvak Kendra to create awareness among Youths especially in villages by proper advertisements and conducting camps;

(b) if so, the details thereof and the steps the Government is going to take in this regard; and

(c) if not, the reasons therefor?

Answer

THE MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI SUNIL DUTT)

(a) The Government has already taken various steps to publicise the functions of NYKS among the youth in villages.

(b) To promote and publicise the activities of Nehru Yuva Kendras (NYKs) amongst the youth in villages, a Newsletter has been launched in November 2004 by the Nehru Yuva Kendra Sangathan (NYKS), which is circulated to Youth Clubs in villages. Occasionally, advertisements and articles are released in magazines, newspapers, souvenirs and other publications for propagating NYKS activities and functions. Brochures, pamphlets and booklets are also distributed for spreading awareness about the programmes and activities of NYK.

The Nehru Yuva Kendras` Awareness Campaign programmes also share information with youth clubs/mahila mandals about the Annual Action Plan of NYK. The programmes also aim at disseminating information about various government programmes relevant to youth development. Again, various youth camp programmes like, Work Camp, Youth Club Development Programme, Adventure Camp, National Integration Camp etc. are organized by NYK where information about programmes & objectives of NYKS is given to participating youth.

In addition, in selected NYKs District Youth Resource Centres have been set up.

(c) Does not arise.